

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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# MULTIMEDIA UNIVERSITY

## SUPPLEMENTARY EXAMINATION

TRIMESTER 1, 2015/2016

**DBS5028 – E-COMMERCE**

(For Diploma students only)

18 NOV 2015  
9.00 AM – 11.00 AM  
(2 HOURS)

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### INSTRUCTIONS TO STUDENT

1. This Question paper consists of **8 pages** excluding the cover page.
2. There are **2 sections** in this Question paper. Answer **ALL** questions in both sections.

**Section A:** 40 Multiple Choice Questions (40 marks)

**Section B:** 4 Structured Questions (40 marks)

3. For **Section A**, please shade your answers on the **OMR sheet** provided.
  4. For **Section B**, please write your answers in the **Answer Booklet** provided.
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**Section A: 40 Multiple Choice Questions (40 marks)**

*Instruction: Please shade your answers on the OMR sheet provided.*

- 1) Which of the following is an example of pure e-commerce?
  - A. Buying a BMI calculator app on Google Play Store.
  - B. Ordering pizza from Pizza Hut website.
  - C. Buying a music CD from Amazon.com.
  - D. Shopping for a pair of sunglasses on eBay.
  
- 2) Which e-commerce category includes all internal organizational activities that involve the exchange of goods, services, or information among various units and individuals in an organization?
  - A. Business-to-business-to-consumer
  - B. Intrabusiness
  - C. Group purchasing
  - D. Business-to-business
  
- 3) Large organizational buyers make large-volume or large-value purchases through \_\_\_\_\_, also known as reverse auctions.
  - A. viral marketing
  - B. direct marketing
  - C. group purchasing
  - D. electronic tendering systems
  
- 4) Which of the following is a non-technological limitation of e-commerce?
  - A. Order fulfillment of large-scale B2C requires special automated warehouses.
  - B. The telecommunications bandwidth is insufficient.
  - C. Security and privacy concerns that deter customers from buying.
  - D. Internet accessibility is still expensive and/or inconvenient.
  
- 5) Which of the following is a back end activity in e-marketplaces?
  - A. Search engine
  - B. Payment gateway
  - C. Inventory management
  - D. Shopping cart
  
- 6) How does name-your-own-price auction model work?
  - A. A would-be buyer specifies the price (and other terms) he or she is willing to pay to any willing and able seller.
  - B. Multiple buyers and their bidding prices are matched with multiple sellers and their asking prices, considering the quantities on both sides.
  - C. A buyer places an item for bid (tender) on a request for quote (RFQ) system, potential suppliers bid on the job, with the price reducing sequentially, and the lowest bidder wins.
  - D. A seller accepts bids from a variety of potential buyers, bidders increase price sequentially, and the highest bidder wins.

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- 7) Which of the following is a limitation of online auction?
- A. Buyers cannot remain anonymous.
  - B. Sellers cannot liquidate large quantities quickly.
  - C. Impossible of finding bargains.
  - D. Possibility of fraud.
- 8) A private e-marketplace in which one company makes purchases from invited suppliers is known as \_\_\_\_\_.
- A. buy-side e-marketplace
  - B. private shopping club
  - C. sell-side e-marketplace
  - D. specialized store
- 9) Which of the following **BEST** describes the information portal business model?
- A. Combines community services with selling or affiliate marketing.
  - B. Provides information and links to merchants, for which they are paid a commission.
  - C. Manages many-to-many markets and auction sites.
  - D. Electronically mediates between buyers and sellers.
- 10) Which type of retailer sells directly to consumers over the Internet without maintaining a physical sales channel?
- A. Brick-and-mortar
  - B. Traditional
  - C. Pure-play
  - D. Click-and-mortar
- 11) Who are the parties that use the online job market?
- A. Employers
  - B. Job seekers
  - C. Government agencies
  - D. All of the above
- 12) \_\_\_\_\_ are gateways to web stores and e-malls that may be comprehensive or niche oriented.
- A. Shopping portals
  - B. Search engines
  - C. Referring directories
  - D. Shopping robots
- 13) Which of the following in **NOT** a controllable variable in the e-commerce consumer behavior model?
- A. Product availability
  - B. Consumer lifestyle
  - C. Service quality
  - D. Payment options

Continued .....

- 14) Which type of ad appears in a separate window before, after, or during Internet surfing or when reading e-mail?
- A. Live banner
  - B. Pop-up ad
  - C. Classified ad
  - D. E-mail ad
- 15) Word-of-mouth marketing by which customers promote a product or service by telling others via social networks or online chatrooms is known as \_\_\_\_\_.
- A. viral marketing
  - B. affiliate marketing
  - C. e-mail marketing
  - D. permission marketing
- 16) The term click-through rate in online advertising refers to \_\_\_\_\_.
- A. the percentage of clickers who actually make a purchase
  - B. a request for data from a Web page or file
  - C. the percentage of visitors who are exposed to a banner ad and click on it
  - D. the number of times users call up a page that has a banner on it during a specific period
- 17) All of the following are e-government activities **EXCEPT** \_\_\_\_\_.
- A. citizens renew driving license online
  - B. flood victims obtain financial assistance
  - C. businesses file tax online
  - D. consumers book flight ticket
- 18) Which of the following is a benefit of e-learning?
- A. Higher content retention due to self-paced learning as e-learning students usually are self-initiated.
  - B. Students can meet, connect, interact and share their experiences with other learners in real time.
  - C. Students are able to adjust the time, locations, content and speed of learning according to their own personal schedules.
  - D. All of the above.
- 19) \_\_\_\_\_ refers to the use of digital technologies that enable companies to collaboratively plan, design, develop, manage, and research products, services, and innovative e-commerce applications.
- A. C-commerce
  - B. F-commerce
  - C. M-commerce
  - D. L-commerce

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- 20) Individual consumers who list items for sales while other individual consumers find and purchase desired items in online classified ads refer to \_\_\_\_\_ application.
- A. C2C
  - B. B2B
  - C. B2E
  - D. G2C
- 21) Which of the following service is offered by mobile banking app?
- A. Check account balance.
  - B. Receive financial-alert applications via SMS.
  - C. Transfer funds.
  - D. All of the above.
- 22) Navigation to the nearest petrol station displayed by an app on a mobile device is an example of \_\_\_\_\_.
- A. mobile computing
  - B. mobile learning
  - C. location-based service
  - D. social learning
- 23) All of the following are location commerce infrastructure **EXCEPT** \_\_\_\_\_.
- A. web store
  - B. communication network
  - C. positioning component
  - D. mobile device
- 24) Batteries with long life are needed for mobile computing. This **BEST** describes which limitation of m-commerce?
- A. GPS accuracy
  - B. Power consumption
  - C. Insufficient bandwidth
  - D. Security standards
- 25) Which of the following is **NOT** an advantage of social shopping?
- A. Can discover products you never knew existed.
  - B. Can share your unique sense of style.
  - C. Can decrease level of trust and confidence in decision making.
  - D. Can exchange and view each other's wish lists.
- 26) \_\_\_\_\_ is an online community that harnesses the power of one's social networks for the introduction, buying, and selling of products, services, and resources, including one's own creations.
- A. Virtual world
  - B. Shopping community
  - C. Virtual community
  - D. Social marketplace

Continued .....

- 27) Which of the following is a benefit of enterprise business social networking?
- A. Decreased speed and access to knowledge.
  - B. Increased operation and travel costs.
  - C. Decreased business and marketing opportunities.
  - D. Better customer and employee relationships.
- 28) Which of the following is a category of virtual world applications?
- A. Advertising and product demonstrations
  - B. Education
  - C. Storefronts and online sales
  - D. All of the above
- 29) \_\_\_\_\_ is the process to verify the real identity of an individual, computer, computer program, or e-commerce Web site.
- A. Authorization
  - B. Auditing
  - C. Authentication
  - D. Availability
- 30) Prevention measures are ways to \_\_\_\_\_.
- A. help stop unauthorized users from accessing any part of the e-commerce system
  - B. determine whether intruders attempted to break into the e-commerce system; whether they were successful; and what they may have done
  - C. assure that access to data, the website, or other e-commerce data service is timely, available, reliable, and restricted to authorized users
  - D. perform actions that will make criminals abandon their idea of attacking a specific system
- 31) Page that uses techniques that deliberately subvert a search engine's algorithms to artificially inflate the page's rankings is referred to as \_\_\_\_\_.
- A. spam blog
  - B. spam site
  - C. search engine spam
  - D. e-mail spam
- 32) Creating a rogue copy of a popular website that shows contents similar to the original of a Web crawler; once there, an unsuspecting user is redirected to malicious websites is referred to as \_\_\_\_\_.
- A. spamming
  - B. banking Trojan
  - C. page hijacking
  - D. malvertising
- 33) Which of the following is **NOT** a factor in determining whether a particular method of e-payment achieves critical mass?
- A. Transaction fees
  - B. Security
  - C. Transaction amount
  - D. Ease of use

Continued .....

- 34) In processing cards online, settlement refers to \_\_\_\_\_.  
A. transferring money from the buyer's to the merchant's account  
B. third-party service connecting a merchant's e-commerce system to the appropriate acquiring bank or financial institution  
C. a nationwide batch-oriented electronic funds transfer system that provides for the interbank clearing of electronic payments for participating financial institutions  
D. determining whether a buyer's card is active and whether the customer has sufficient funds
- 35) Which of the following fraud detection tool matches a customer's transaction against a file containing customer information that is flagged if the customer is a known problem?  
A. Address verification system  
B. Black list  
C. Card verification system  
D. Negative list
- 36) Which of the following is **NOT** an e-micropayment model?  
A. Direct payment  
B. Stored value  
C. Subscription  
D. Credit card
- 37) In planning online businesses, the \_\_\_\_\_ is a written document that identifies a company's goals and outlines how the company intends to achieve the goals and at what cost.  
A. business plan  
B. cost-benefit analysis  
C. business case  
D. e-commerce report
- 38) Which of the following is an advantage of outsourcing e-commerce system development?  
A. Greater accessibility to the project.  
B. Shorter development time.  
C. Lower retention of knowledge and skills in staff.  
D. More knowledge of the system and its development.
- 39) Aids that help visitors find the information they need on website quickly and easily is known as \_\_\_\_\_.  
A. information architecture  
B. website usability  
C. site navigation  
D. search engine optimization

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- 40) In funding a new online business, the venture capitalist is \_\_\_\_\_.
- A. an individual, a group of individuals or a funding company who invests in a business in exchange for equity in the business
  - B. a wealthy individual who contributes personal funds and possibly expertise at the earliest stage of business development
  - C. a company, university or nonprofit organization that supports businesses in their initial stages of development
  - D. a business that acquires the hardware, software, staff, and dedicated telecommunications services necessary to set up and manage its own website

**Section B: 4 Structured Questions (40 marks)**

*Instruction: Please write your answers in the Answer Booklet provided.*

**Question 1**

- a) Explain **FIVE** e-commerce revenue models. (5 marks)
- b) Describe **FIVE** drivers that contribute to the growth of e-commerce. (5 marks)

**[TOTAL 10 MARKS]**

**Question 2**

- a) Explain **FIVE** benefits of online advertising. (5 marks)
- b) Define mobile government and describe **TWO** major benefits of mobile government. (5 marks)

**[TOTAL 10 MARKS]**

**Question 3**

- a) Explain **TWO** barriers to location-based m-commerce apps. (4 marks)
- b) Social shopping is a method of e-commerce where shoppers' friends become involved in the shopping experience. Describe **THREE** social shopping models. (6 marks)

**[TOTAL 10 MARKS]**

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**Question 4**

Selecting a web host is the first step in the process of building a website.

- a) Explain self-hosting. (2 marks)
- b) Describe **TWO** advantages and **TWO** disadvantages of self-hosting. (8 marks)

**[TOTAL 10 MARKS]**

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